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For Immediate Release

IWCO DIRECT APPOINTS PATRICK DECK TO EXECUTIVE VICE PRESIDENT OF OPERATIONS

Chanhassen, Minn. (March 25, 2008) — IWCO Direct, the nation’s leading provider of integrated direct mail production services and marketing solutions, has chosen industry veteran Patrick Deck to fill the newly created role of executive vice president of operations.

In his new assignment, Deck will be responsible for the strategic direction of all IWCO Direct manufacturing facilities to ensure that operational business plans, profitability, and earnings targets are met or exceeded.

“IWCO Direct continues to grow,” explained Jim Andersen, IWCO Direct president and CEO. “Over the past five years we have experienced 20 percent compound annual growth, including record revenue in 2007. As we continue to expand west, Pat’s unique combination of functional and general management, along with his executive leadership, will help ensure we deliver consistent processes, quality, and results across all operations.”

Deck comes to IWCO Direct from Capital One, where he most recently served as head of business development, payments. He also held a number of operations, marketing and analysis, and supply chain management roles with the company including supply chain management responsibilities for global call center operations. Prior to that, Deck served 10 years in various capacities as an officer in the United States Navy, including as a defense resource manager within the Joint Chiefs of Staff at the Pentagon. He is a graduate of The Citadel with a degree in Business Administration and holds an MS from the Naval Postgraduate School.

About IWCO Direct

IWCO Direct (www.iwco.com) has served the direct marketing needs of North American companies for more than 35 years. With production facilities in Minnesota, New York and North Carolina, IWCO Direct is one of the nation’s fastest growing providers of direct marketing solutions. IWCO Direct provides direct marketing like no one else by seamlessly supplying all direct mail production services – print, envelope, plastic, mailing, automated marketing, and data services – in an integrated “total package” supply chain solution. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs.

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